

THE ORIGINAL

# Moonbeams

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## Poor Old Pop's Day is ripe

IN THE VALLEY OF THE MOON

Comes another week (and don't you get a little bit tired of your Moonbeams editor commenting on the weather every issue?) with the most wonderful late spring breezes we've had in years. Getting so you don't have to turn on the heat if you get up real early. And didn't you rather relish that little shower last Sunday—entirely unexpected, too.

**Perhaps the greatest housekeeping aid these days is the extra-long TV commercial. VALLEY WATCH REPAIR, Boyce.**

Santa Rosa has a new special telephone directory, to inaugurate its new dial system, in effect Sunday. The Springs area has had it for several years. Wonder why the county seat was so long in getting it?

The whole Valley will have a new directory along about September, and we're informed it will cover Sonoma county, but leave out Mendocino and Lake. That's an improvement, long advocated by this editor. Another innovation, which will come in time, is separation of the various Springs communities from the Sonoma listings. Give us another 10 or 20 years—and everything will be all right. But it takes too much time. Why aren't these things done next week?

**PALMS INN, Verano. (The Inskeeps.) Home of the Lions. Beautiful pool. Splendid cuisine. Cocktail room. Favorite gathering spot.**

Took a magazine test to see whether we could rate high enough to enter a present-day college—not that we're thinking about it. We couldn't get in. We don't know enough. We're okay in general intelligence, know history, geography, grammar, English, perception and understanding, but on anything mathematical we're like a newborn babe. And it's all right with us. Unless you're an engineer or

scientist, or a bookkeeper, you don't have to know too much mathematics. But we do know how to spell, which is more than our elementary and high school students know. Wonder why they don't teach spelling any more?

**BOYES SPRINGS FOOD CENTER.** Every for the summer meals and snacks. Always top quality, priced mighty low. Take-outs.

You like Spanish foods? Down in the Southland they're plentiful, and available in most restaurants. But not here—with this exception: If you like enchiladas, tacos, tamales, chili, or any Spanish food, go to Mendel's Cafe, Boyes, and you'll get 'em in their pristine perfection. And even take some home!

**YELL'S ACRES NURSERY, Glen Ellen.** Dahlia and fuchsia specialists. Wonderful selection. Get yours now; large selection.

The little girl of 5 was entertaining the guests while her mother was getting ready to serve dinner. One of the ladies remarked to the other, with a significant look: "Not very p-r-e-t-t-y," spelling the last word. "No, but awfully s-m-a-r-t," said the child quickly.

**TODD CONSTRUCTION - ESTIMATING SERVICE.** Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

Comes to our new (actually "newer") car—a little Stude, acquired from Whitehead Motors, Sonoma. And in a mighty nice little deal (you'll never go wrong with Whitehead). It's a little honey, purrs like a kitten, and we're more tickled with it than since we got a little Olds business coupe 'way back in about 1940.

With that big lumberbus we had, the missus had to park it every evening for the last 18 months. It was too big for the garage, with about 4 inches leeway each side, and it scared us stiff to even try it. Now the elderly editor can garage his own car, without arm-flung directions from the front environs. (And Zan, it's not a hotrod.)

**BATES & EVANS, Funeral Directors.** 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. Webster 8-2686.

Time to mention Fathers' day. Comes up Sunday. The old boy deserves a little attention—even if for only one day in a year. Tell him he's quite a guy, and you'll be all set for a long time to come.

**MAC DONALD'S JEWELRY, Sonoma.** Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

A policeman watching a man who was having trouble unlocking his front door, walked over and politely offered to help.

"If you let me have your key," he said, "I'll see what I can do."

"Thash all right," replied the other. "I'll handle the key. You just hold the house."



**BROADWAY CAFE, Sonoma.** Pop Medros your host. It's a friendly place. Take-out license, too. Drop in and let's get acquainted.

And did you know it's Dairy month? For ourselves we like milk, buttermilk, ice cream, butter, even skim milk. Good for you. Come on over and we'll see you have some milk, even cream or half 'n' half.

**EL DORADO HOTEL, Sonoma.** Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

Looked over a pamphlet we got out for the chamber of commerce in Chatsworth a very few years ago. There were some 24 ads in it, and (honestly) there was one ad in it for a cemetery. Stressed its beauty, and its quietness, and really there was nothing incongruous about it. This Valley needs a cemetery of its own. Why doesn't some enterprising individual or group set one up out here?

**LEE STARRETT, Masseur, at Bathhouse, Boyes.** Massages, slenderizing. You'll look and feel better. Make it a habit.

Several localites have told us they have more trouble with earwigs than in many seasons. We've got some around the Little household. Horrible creatures—and we don't know how to get rid of 'em. Spraying helps, they say, but sprays don't get into all the corners.

**TOWN HOUSE SUPPER CLUB, Glen Ellen.** New. Luxurious. The finest dinners, drinkables. Music weekends. Exotic! The Amantes.

Get so goshdarned mad when we see a car from the Sonoma postoffice delivering mail in the Boyes area. It's said also that the rural carriers go out and solicit new customers in this area. We'd be plenty ashamed to get mail addressed to a Sonoma RD number when we live in Boyes Springs.

No wonder the postoffice department is always asking for more money to operate. Its whole concept of service is ancient; a 3-year-old would have better system. Why should a Sonoma postoffice RFD truck be sent out to this territory, when we've got a perfectly good postoffice here, which could do the same job cheaply and efficiently.

Inefficiency is never excusable. There was a petition circulated some time back to get a Boyes Springs rural delivery, but there wasn't any oomph behind it. Let's do it again, and get our own local postoffice really up there, servicing the entire Springs area—which, by the way, is larger by far than Sonoma's legitimate postal area. Let Sonoma service Vineburg and Schellville and points in between, but throw it out of the Springs area, where it just doesn't belong.

**BUD'S GARAGE, corner Railroad & Cherry Sts.** Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

**OUR RESORT, El Verano.** Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.



## MOONBEAMS

Although after years of evolution man has learned to walk in an upright position, his eyes still swing from limb to limb.

**SLEEPING ROOMS** in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

**DENNY'S COG CLUB**, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.

There were some big crowds around here last weekend. Bath house was filled up, its picnic ground crowded. Little Switzerland had a whale of a crowd, predominately from the city. Paul's had the Painting and Contractors association, with something like 1000 barbecues served.

Paul's also has Chuck Ryan and his cowboy group every Saturday night, and the crowds are growing each week. Coming this Sunday to Paul's is the Mayo Men's association, some 1200 members of the famous Irish society.

**PLAZA LIQUORS** (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d'ouvres. Snacks. Pizzas. Everything!

**RICHFIELD SERVICE**, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

About a week ago we needed some money. So went to our little piggy bank, where for some quite a few weeks we had been pushing in our loose change. Took out \$20, and left another \$5, mostly pennies, for seed. Not too bad an idea, especially when you're not a regular and dedicated saver.

**DONOVAN'S IRISH INN**, opp. Bathhouse. 6 a.m. to 8 p.m. Breakfast, Lunch, Dinner. Baked Ham, Corned Beef dinners Saturdays. Beer and Wine.

**RUSTIC INN**, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

Are you with us when we aver that summer TV is somewhat awful? The regular programs are gone, the fill-ins are below par. And they tell us the general populace is getting tired of the good situation comedies, and wants westerns, crime, mysteries, dragnets, and all that kind of crap. Can't agree. Think they're 'way off in their evaluation. But nevermind—along about September we'll get somewhat better programs again—and besides, with fast time when it doesn't get dark till 9, you don't want to look at television so much anyway.

**SONOMA MISSION INN**, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

**RAY'S SIGNAL SERVICE**, Arnold Drive at Cecilia, Eldridge. Grocery Dept. Emergency road service. WE 8-5811 days. 8-3098 nights.



So far we've done rather well on our baseball choices (and in our case, that means doing a little betting). We of course always bet on the Tigers. And in the fall football games, on Michigan State. Results have been mighty good. In boxing and horse racing, not so good, but the missus makes up for us in horse racing. She's been picking 'em so well lately, we may start risking a dollar once in a while.

**MENDEL'S CAFE, Boyes Plaza.** Splendid menu, including Spanish delicacies. Bring your out-of-town guests here. Cocktail bar. **MANCUSO WINES, Glen Ellen.** Grower-produced. Available at every retail outlet. As good as the best, and better than most.

You all know we're a colonel in the Confederate air force. Also in the Michigan navy, retired. Now we learn that Denny Coleman also is a colonel in the Confederate air force. And Charan Singh. When do you think we should start our own little tight little group, the California Constabulary?

**BAKER'S DRIVE-IN, Boyes.** Formerly Merry's. Open 24 hours a day. Short orders. Hamburgers. Chicken. Crab Louie. Super coffee. **SONOMA GOLF & COUNTRY CLUB, Arnold Drive.** You'll like our Clown Room. Bring your guests here, for outstanding prestige.

A country editor we know says it's difficult to know where this modern, so-called gracious living stuff ends and just plain, old-fashioned loafing takes over.

**BOYES SPRINGS BATH HOUSE—Now open, bigger and better.** Two restaurants, casino, beautiful cool and hot mineral pools.

**MIKE & ROSE'S BOYES SPRINGS STORE.** Finest meats in the whole valley, with real bargains last three days each week.

Yes, the "big" papers are all out for more money for all the various school districts. Moonbeams disagrees. Moribund to any new ideas, skedaddling along with the old concepts, probably they do need more money. But why don't they "get hep," a little bit?

When the voters and taxpayers see our beautiful big school plants lay idle four months a year, they're starting to wonder why.

If our school authorities had any vision whatever, they'd start to figure out ways and means to keep the schools open 12 months a year, and obviate the need for new buildings. Classes and schedules can be staggered, and the plants used to full capacity.

They're doing it in San Diego, and in quite a number of other communities throughout the nation. Is it too much to expect that our local school boards might give a little attention to this new trend?

And what about unified school districts, and a junior high school?

**VALLEY OF THE MOON CIGARS—Union label, handmade right here at home.** Superior quality always. Most dealers have 'em.



**SONOMA MILL & LUMBER CO.,** Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

An Indiana judge this week sentenced a bevy of young lawbreakers to have their heads shaved like the man Brynner. Moonbeams editor has advocated some such punishment for quite a long time. It should have a definite effect on young hoodlums. We also would be mighty friendly to the idea of reviving the old CCC camps, which did a lot of good, both to the nation and for all those who served in the corps.

**FRANK'S HARDWARE,** Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

**PRICE PUMP CO.** Best in the West. P.O. Box 375, Sonoma. Pumps for Particular People at Popular Prices. Phone WE 8-2107.

Once we got a 1939 Olds business coupe, a used one, but we were mighty proud of it for about 12 years. Only car buying thrill since then was our '53 Studebaker, acquired just last week. Along about 1932 our stepdad and mother drove from Illinois to Lansing, Mich., in a new Stude and we wanted one then. In about 1948 Rudy Lichtenberg of Boyes got the first Stude here with the "new look" and we again wished we had one. Now now everything's just about perfect.

Why not a new car? Don't think any new car, including the Cads, are worth more than \$1000—so we're not a potential customer a-tall.

**JIM'S MEATS.** Boyes Springs Food Center. The very finest quality, prices low. Delicatessen section. Summer delicacies.

**FRIBERG DRUG STORE,** So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

California legislature adjourned sine die Wednesday night Wonder if many of them are really proud of their 1957 record?

**ELECTRONIC DRIVE-IN—** TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

**GLEN ELLEN LIQUOR STORE.** On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

## **SWITCHING FROM CIGARETS TO A PIPE—EASY!**

In a long-awaited report the other day, two scientists found that cigarettes decreased life expectancy by seven or eight years; pipe smoking by about two or three months; cigars a trifle more than pipes.

So, how do you switch?

Start with a good briar—nothing less than \$10. Avoid gimmicked-up pipes with drains, wind covers, fancy insides.

Just wet a finger and moisten the inside of the bowl before your first smoke, but don't repeat this after that initial pipeful, and smoke the first one all the way down.

Tobacco? First, stay away from that "aromatic" stuff. Also, don't fool with dry, flaky tobacco, or the stringy foreign types. It should be slightly moist, ready-rubbed, with a little perique in it.

Never smoke a pipe when it's hot, or even warm. Always wait until it cools. You should have a pipe for every day in the week. A pipe tastes better if it's had a few days' rest.

Don't tamp the tobacco in tightly, just ease it down with a forefinger. Knock out the ash promptly after smoking, ream out "cake" when about a quarter of an inch thick, and use pipe cleaners at least once a day.

Don't make a rite of pipe smoking. It doesn't call for a philosophical pose or any attention-calling gestures. Keep your mind off the pipe itself. Just play it natural—and live longer.

**WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.**

**SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.**

A sidelight on roadside turnout parks is seen in a little item from a Michigan "Thumb" paper. It says: "Those picnic tables along M-25 between Sebawaing and Unionville look just dandy! Tables are clean, grass is cut neatly, and paper and trash are carefully dumped into the refuse barrels.

"A lot of families appreciated the tables over the weekend, as they were busy on an almost full-time basis, as family after family chose them for their picnic sites."

Why haven't we some of these turnout parks in Californai, and more especially, the Valley of the Moon?

**HAROLD'S SHOE STORE. Better Shoes for Less Money. 519 Broadway, Sonoma. A Family Shoe Store Serving Sonoma Valley.**

**B & L LAUNDROMAT, Fetters. Nice days now. Bring your laundry here—skip the tedious home job. Wash, dry, iron. Cost low.**

### **AUTO DEALERS WORRIED?**

The slightly worried word from Detroit these days is that automobiles aren't selling as well this year as last. Not that production isn't holding up very well indeed—volume is tremendous as compared to that of most years—but there's a notable decline from the peak.

Naturally, there is a variety of theories as to why this is so. The most obvious one is that the 1957 cars are most costly than ever. Just as people finally rebelled against mounting federal government costs—at a time when most politicians had concluded they never would—so, perhaps, they have decided that \$5000 for a car whose "prestige"



